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20 UNITED STATES DISTRICT COURT  
21 NORTHERN DISTRICT OF CALIFORNIA  
22 SAN FRANCISCO DIVISION

23 META PLATFORMS, INC., a Delaware  
24 corporation,

25 Plaintiff/Counterclaim Defendant,

26 v.

27 BRANDTOTAL, LTD., an Israel corporation, and  
28 UNIMANIA, INC., a Delaware corporation,

Defendants/ Counterclaim Plaintiffs.

Case No. 3:20-CV-07182-JCS

**DECLARATION OF ROBIN  
BURRELL IN SUPPORT OF META'S  
OPPOSITION TO DEFENDANTS'  
MOTION FOR SUMMARY  
JUDGMENT**

1 I, Robin Burrell, hereby declare:

2 1. I am an attorney duly licensed to practice in the District of Columbia, and admitted to  
3 appear *pro hac vice* in this matter. I am a Senior Associate at the law firm of Wilmer Cutler  
4 Pickering Hale and Dorr LLP (“WilmerHale”). I represent Plaintiff/Counterclaim Defendant Meta  
5 Platforms, Inc. (“Meta”) in the above-captioned matter.

6 2. I submit this declaration in support of Meta’s Opposition to Defendants’ Motion for  
7 Partial Summary Judgment.

8 3. This declaration is based upon my personal knowledge and information provided to  
9 me by other Meta outside counsel.

10 4. Attached hereto as **Exhibit 1** is a true and correct copy of excerpts from the January  
11 13, 2021 deposition of Oren Dor.

12 5. Attached hereto as **Exhibit 2** is a true and correct copy of excerpts from the  
13 November 18, 2021 deposition of Yair Regev.

14 6. Attached hereto as **Exhibit 3** is a true and correct copy of a document produced by  
15 Meta, with the Bates number FB\_BRTL\_00019487.

16 7. Attached hereto as **Exhibit 4** is a true and correct copy of a document produced by  
17 BrandTotal, with the Bates number BT0001854.

18 8. Attached hereto as **Exhibit 5** is a true and correct copy of an email sent by Sagi Katz  
19 dated September 17, 2021, which was produced by BrandTotal without a Bates number on January  
20 18, 2022.

21 9. Attached hereto as **Exhibit 6** is a true and correct copy of YouTube’s Terms of  
22 Service, which is also available at <https://www.youtube.com/static?template=terms> (last accessed  
23 Apr. 1, 2022).

24 10. Attached hereto as **Exhibit 7** is a true and correct copy of Amazon’s Conditions of  
25 Use, which is also available at [https://www.amazon.com/gp/help/customer/display.html?](https://www.amazon.com/gp/help/customer/display.html?nodeId=GLSBYFE9MGKKQXXM)  
26 [nodeId=GLSBYFE9MGKKQXXM](https://www.amazon.com/gp/help/customer/display.html?nodeId=GLSBYFE9MGKKQXXM) (last accessed Apr. 1, 2022).

27 11. Attached hereto as **Exhibit 8** is a true and correct copy of LinkedIn’s Service Terms,  
28

1 which is also available at <https://www.linkedin.com/legal/l/service-terms> (last accessed Apr. 1,  
2 2022).

3 12. Attached hereto as **Exhibit 9** is a true and correct copy of the Opening Report of Dr.  
4 David Thaw, dated January 12, 2022.

5 13. Attached hereto as **Exhibit 10** is a true and correct copy of Pacer's Policy and  
6 Procedures, which is also available at <https://pacer.uscourts.gov/policy-procedures> (last accessed  
7 Apr. 1, 2022).

8 14. Attached hereto as **Exhibit 11** is a true and correct copy of a document produced by  
9 Meta, with the Bates number FB\_BRTL\_00025352.

10 15. Attached hereto as **Exhibit 12** is a true and correct copy of BrandTotal's Terms and  
11 Conditions, which is also available at [https://privacy.brandtotal.com/service\\_terms.pdf](https://privacy.brandtotal.com/service_terms.pdf) (last  
12 accessed Apr. 1, 2022).

13 16. Attached hereto as **Exhibit 13** is a true and correct copy of the October 21, 2020  
14 declaration of Mike Clark.

15 17. Attached hereto as **Exhibit 14** is a true and correct copy of excerpts from the  
16 February 9, 2022 deposition transcript of Dr. Gary Wilcox.

17 18. Attached hereto as **Exhibit 15** is a true and correct copy of a document produced by  
18 BrandTotal, with the Bates number BT0000114.

19 19. Attached hereto as **Exhibit 16** is a true and correct copy of the Rebuttal Report of  
20 David Martens, dated February 3, 2022.

21 20. Attached hereto as **Exhibit 17** is a true and correct copy of the October 21, 2020  
22 declaration of Sanchit Karve.

23 21. Attached hereto as **Exhibit 18** is a true and correct copy of the Opening Report of  
24 David Martens, dated January 12, 2022.

25 22. Attached hereto as **Exhibit 19** is a true and correct copy of excerpts from the  
26 February 20, 2022 deposition transcript of Liram Vardi.

27 23. Attached hereto as **Exhibit 20** is a true and correct copy of an August 14, 2018  
28

1 email from the Google Chrome Web Store Team, which was produced by BrandTotal without a  
2 Bates number on January 18, 2022.

3 24. Attached hereto as **Exhibit 21** is a true and correct copy of a document produced by  
4 BrandTotal, with the Bates number BT0020755.

5 25. Attached hereto as **Exhibit 22** is a true and correct copy of a document produced by  
6 BrandTotal, with the Bates number BT0000235.

7 26. Attached hereto as **Exhibit 23** is a true and correct copy of a September 26, 2019  
8 email from the Chrome Web Store Developer Support, which was produced by BrandTotal  
9 without a Bates number on January 20, 2022.

10 27. Attached hereto as **Exhibit 24** is a true and correct copy of a document produced by  
11 BrandTotal, with the Bates number BT0005486.

12 28. Attached hereto as **Exhibit 25** is a true and correct copy of excerpts from the  
13 November 18, 2021 deposition of Fred Leach.

14 29. Attached hereto as **Exhibit 26** is a true and correct copy of exhibit 2 to the  
15 November 11, 2021 deposition of Oscar Padilla, which is a printout from BrandTotal's website  
16 entitled *Social Advertising Powered By Your Competitors' Data*.

17 30. Attached hereto as **Exhibit 27** is a true and correct copy of Meta's Supplemental  
18 Response to Defendants' First, Second, and Third Interrogatories, dated November 19, 2021.

19 31. Attached hereto as **Exhibit 28** is a true and correct copy of BrandTotal's Responses  
20 and Objections to Meta's Third Set of Interrogatories, dated October 21, 2021.

21 32. Attached hereto as **Exhibit 29** is a true and correct copy of BrandTotal's Responses  
22 and Objections to Meta's Fourth Set of Interrogatories, dated November 19, 2021.

23 33. Attached hereto as **Exhibit 30** is a true and correct copy of excerpts from the  
24 November 9, 2021 deposition of Alon Leibovich.

25 34. Attached hereto as **Exhibit 31** is a true and correct copy of the BrandTotal's  
26 Responses and Objections to Meta's Third Set of Requests for Admission, dated November 19,  
27 2021.

35. Attached hereto as **Exhibit 32** is a true and correct copy of a January 13, 2021 email from Oscar Padilla, which was produced by BrandTotal without a Bates number on January 18, 2022.

36. Attached hereto as **Exhibit 33** is a true and correct copy of a January 4, 2021 BrandTotal Management Meeting presentation, which was produced by BrandTotal without a Bates number on January 20, 2022.

37. Attached hereto as **Exhibit 34** is a true and correct copy of the March 11, 2022 declaration of Sanchit Karve.

38. Attached hereto as **Exhibit 35** is a true and correct copy of the Rebuttal Report of Robert Sherwood, dated February 3, 2022.

39. Attached hereto as **Exhibit 36** is a true and correct copy of excerpts from the March 10, 2021 deposition of Oren Dor.

40. Attached hereto as **Exhibit 37** is a true and correct copy of excerpts from the February 17, 2022 deposition of Robert Sherwood.

41. Attached hereto as **Exhibit 38** is a true and correct copy of the February 24, 2022 declaration of David Martens.

42. Attached hereto as **Exhibit 39** is a true and correct copy of the February 22, 2022 deposition of Yair Regev.

I declare under penalty of perjury that the foregoing is true and correct. Executed on this 1st day of April, in the District of Columbia.

By: /s/ Robin C. Burrell  
Robin C. Burrell

**SIGNATURE ATTESTATION**

I am the ECF User whose identification and password are being used to file the foregoing.  
Pursuant to Civil Local Rule 5-1(h), I hereby attest that the other signatories have concurred in  
this filing.

Dated: April 1, 2022

By: /s/ Sonal N. Mehta  
Sonal N. Mehta